



THE ASSAM GAZETTE

অসাধাৰণ

EXTRAORDINARY

প্ৰাপ্ত কৰ্তৃত্বৰ দ্বাৰা প্ৰকাশিত

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GOVERNMENT OF ASSAM
ORDERS BY THE GOVERNOR
INFORMATION, PUBLIC RELATIONS,
PRINTING & STATIONERY DEPARTMENT

OFFICE MEMORANDUM

The 31st July, 2023

No. IPRD-14012/2/2023/12.-

Subject : Mandatory Use of Sign Language in Government video advertisements.

In order to promote inclusivity and accessibility, it has been decided in the CM Conclave held on 28th May 2023 in New Delhi that all government agencies shall ensure the mandatory use of sign language in every advertisement/video advertisement issued from a Government Department/Agency. As per Hon'ble CM's order vide U.O.No. CMO/CMCONCLAVE/01/2021/Pt1/202 dated 3rd May 2023, this instant Office Memorandum is issued.

This memorandum outlines the guidelines and instructions to be followed by all Government Department/Agencies in implementing this directive.

Objective:

The objective of this directive is to ensure that Government advertisements are accessible to individuals with developmental delays and communication issues for which they rely on sign language as their primary means of communication. By incorporating sign language interpretation, it is aimed to foster an inclusive society and to provide sense of openness, acceptance and equal opportunities for all citizens to access government information and services.

Sign language is a visual gestural language. It is mostly used by individuals who cannot hear due to disability and condition or hard of hearing, but it can also be used by hearing people to enhance communication skills and opens up communication barriers. The benefits of sign language in communication are numerous, and they have proven to be crucial in certain situations.

Firstly, sign language enhances inclusivity. Individuals with developmental delays and communication issues often feel excluded from regular conversations because they cannot understand spoken language. However, when sign language is used, they feel included in the conversation, and their participation is valued. This promotes a sense of belonging and creates an environment of equal opportunities and improved spatial reasoning.

Secondly, sign language can be used in noisy environments. For instance, in construction sites, factories, or concerts where the noise level is high, spoken language becomes difficult to hear. Sign language can be a useful alternative in such scenarios, making communication more effective.

Another benefit of sign language is that it boosts cognitive abilities. Research shows that learning and using sign language stimulates the brain and has a positive impact on memory and spatial skills.

It is therefore requested to all departments or the organizations under their administrative control to take appropriate action for using sign language in official video advertisements as it has undeniable benefits, from inclusivity to practicality and even cognitive development. It is a valuable tool that deserves recognition and should be implemented more widely in our society.

Scope:

This directive applies to all Government Departments/Agencies involved in producing and disseminating advertisements, including but not limited to television commercials, online videos and social media platforms.

Implementation Guidelines:

- a) All Government advertisements must include sign language interpretation, either through an interpreter or by using graphics/animations.
- b) Sign language interpretation should be visible throughout the advertisement, ensuring that individuals with hearing impairments can comprehend the message being conveyed.
- c) The size and position of the sign language interpreter or subtitles/graphics/animations should be appropriately displayed to avoid any obstructions or distractions.
- d) Agencies should collaborate with sign language experts or organizations to ensure accurate and culturally appropriate interpretation.
- e) Advertisements that contain audio should also include captions or subtitles for the benefit of individuals with hearing impairments who rely on written text.

Training and Awareness:

- a) Government Departments/Agencies should organize training programs to sensitize their officials who are involved in content creations about the importance of incorporating sign language in advertisements and the basics of sign language interpretation.
- b) Officials involved in the production and dissemination of advertisements should receive specialized training in sign language interpretation techniques and best practices.
- c) Government Departments/Agencies may engage with organizations and experts in the field of sign language to conduct these training programs.

Compliance and Reporting:

- a) All Government Departments/Agencies must ensure full compliance with this directive within 60 days of the issuance of this memorandum.

Coordination:

The Information and Public Relations Department shall be responsible for coordinating the implementation of this directive across all Government Departments/Agencies. The Director of Information and Public Relations Department will also serve as the focal point for any queries or clarifications related to this memorandum.

Effectiveness:

This directive shall take effect immediately.

Please ensure widespread circulation and compliance with the provisions outlined in this memorandum.

UMANADA DOLEY,

Secretary to the Government of Assam,
Information, Public Relations, P&S Department.